

ABSTRACT OF THE DISCLOSURE

A golf club head having a hollow metal body with a metal strike face. The metal strike face has a coating applied thereto of a first hue of color that defines an alignment marker for a golfer. The decorative coating covers at least 10% of an entire surface area of the metal strike face, covers the geometric center of the strike face, is bounded by at least a second hue of color that is different than the first hue of color, and does not extend to a periphery of the metal strike face. The coating has physical properties that do not affect a launch angle and spin rate of a golf ball hit with the golf club head.